

EXHIBIT 78



Overall Pub Yield With DRS(v2)

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Executive Summary

DRS consistently makes publishers more money.

Overall Impact:

- **+2.80%** lift in publisher revenue (including remnant)
- **+4.17%** lift in publisher revenue (excluding remnant)
- **+3.54%** lift in Google (AdX) revenue
- **+1.82%** lift in Google (AdX) profit (net revenue)

Google

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Calculating Publisher Revenue

Publisher Revenue = **AdX Revenue + Third-party Network Revenue**

Third-party Network revenue = Sum(**remnant_cpms**) on queries unmatched by AdX, but served by remnant.

Do NOT count Standard + Sponsorship revenue: These Line Items are delivered in full by both Control + DRS up to contract, so no revenue impact.

Overall Impact of DRS: + 2.80% publisher revenue increase.

Google

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